70 Collier Street
P.O. Box 400
Barrie, ON L4M 4T5

City of Barrie

Final

Infrastructure and Community Investment Committee

Wednesday, November 19, 2025 | **5:00 PM** | **Council Chambers**

INFRASTRUCTURE AND COMMUNITY INVESTMENT COMMITTEE REPORT
For consideration by General Committee on November 26, 2025.

The meeting was called to order by Chair, Councillor, B. Hamilton at 5:12 p.m. The following were in attendance for the meeting:

Present: 4 - Chair – Councillor B. Hamilton
Deputy Mayor, R. Thomson
Councillor, N. Nigussie
Councillor, C. Riepma

Absent: 1 - Mayor, A. Nuttall

ALSO PRESENT:
Councillor, C. Nixon
Councillor, AM. Kungl
Councillor, A. Courser
Councillor, G. Harvey
Councillor, J. Harris
Councillor, S. Morales.

STAFF:
Associate Director of Waste Management and Environmental Sustainability, S. Mack
Chief Administrative Officer, M. Prowse
City Clerk/Director of Legislative and Court Services, W. Cooke
Deputy City Clerk, T. Macdonald
Director of Corporate Facilities, R. Pews
Director of Economic and Creative Development, S. Schlichter
Director of Legal Services, I. Peters
Director of Operations, D. Friary
Director of Recreation and Culture Services, K. Datema
Director of Transit and Parking Strategy, B. Forsyth
Executive Director of Development Services, M. Banfield
General Manager of Access Barrie, R. James-Reid
General Manager of Community and Corporate Services, J. Schmidt

General Manager of Infrastructure and Growth Management, B. Araniyasundaran
Legislative Coordinator, T. Maynard
Senior Policy Advisor and Legislative Coordinator, E. Chappell
Service Desk Specialist, M.Burry

The Infrastructure and Community Investment Committee reports that the following matter(s) were dealt with on the consent portion of the agenda:

SECTION "A"

REPORT OF THE ARTS ADVISORY COMMITTEE DATED MAY 27, 2025

The Report of the Arts Advisory Committee dated May 27, 2025, is received.

REPORT OF THE YOUTH COUNCIL DATED JUNE 2, 2025

The Report of the Youth Council dated June 2, 2025, is received.

REPORT OF THE COMMUNITIES IN BLOOM COMMITTEE DATED JUNE 3, 2025

The Report of the Communities in Bloom Committee dated June 3, 2025, is received.

REPORT OF THE COMMUNITIES IN BLOOM COMMITTEE DATED JULY 8, 2025

The Report of the Communities in Bloom Committee dated July 8, 2025, is received.

REPORT OF THE SUSTAINABILITY ADVISORY COMMITTEE DATED SEPTEMBER 4, 2025

The Report of the Sustainability Advisory Committee dated September 4, 2025, is received.

REPORT OF THE YOUTH COUNCIL DATED SEPTEMBER 8, 2025

The Report of the Youth Council dated September 8, 2025, is received.

REPORT OF THE ARTS ADVISORY COMMITTEE DATED SEPTEMBER 23, 2025

The Report of the Arts Advisory Committee dated September 23, 2025, is received.

REPORT OF THE SUSTAINABILITY ADVISORY COMMITTEE DATED OCTOBER 2, 2025

The Report of the Sustainability Advisory Committee dated October 2, 2025, is received.

REPORT OF THE YOUTH COUNCIL DATED OCTOBER 6, 2025

The Report of the Youth Council dated October 6, 2025, is received.

REPORT OF THE YOUTH COUNCIL DATED NOVEMBER 3, 2025

The Report of the Youth Council dated November 3, 2025, is received.

REPORT OF THE SUSTAINABILITY ADVISORY COMMITTEE DATED OCTOBER 2, 2025

The Report of the Sustainability Advisory Committee dated October 2, 2025, is received.

REPORT OF THE SUSTAINABILITY ADVISORY COMMITTEE DATED NOVEMBER 6, 2025

The Report of the Sustainability Advisory Committee dated November 6, 2025, is received.

The Infrastructure and Community Investment Committee recommends adoption of the following recommendation(s) which were dealt with on the consent portion of the agenda:

SECTION "B"

REPORT BACK - CULTURE PLAN UPDATE

1. That the City of Barrie Culture Plan Update attached as Appendix A to the Report to the Infrastructure and Community Investment Committee dated November 19, 2025, concerning the Report Back - Culture Plan Update, be received and approved in principle to guide the future planning and development of the cultural sector.

2. That the overall 65 recommendations identified in this Report Back - Culture Plan Update be used to guide the development of the 2026 - 2035 Cultural Development operating budgets and future Capital Plans for Council consideration as part of the Business Plan approval process.

3. That the following implementation items be included as part of the 2026 Budget, with a net-zero impact on tax base:

   a) Allocate unspent funds from Capital Project EC1000 Culture Plan and Public Art Master Plan in the amount of $50,000 to create a new capital project to update the Arts and Culture Investment Program to align with the new Culture Plan and Performing Arts Centre, including exploring alternate funding models to grow the program; and

   b) Re-allocate summer student salaries in the amount of $32,000 within the Economic and Creative Development budget to provide additional resource capacity within the Small Business Centre in the form of programming, and/or conversion of a part-time resource, to temporary full-time, to deliver consultation services, professional development programs to support culture organizations' in building capacity in preparation for a new Performing Arts Centre.

4. That an intake form be included in the 2027 Budget for the development of an In-Kind Tourism and Culture Event Grant Program to offset hard costs for municipal provided services (i.e. transit shuttles, waste removal, etc.) for significant tourism-driving and culture supportive events with cost recovery to be supported by the Tourism Reserve of up to $100,000, and with the following program goals:

a) Boost Tourism: Support events that attract visitors, generating economic activity for local businesses (e.g., accommodations, restaurants, retail);

b) Enhance Cultural Vibrancy: Encourage the development of tourism-focused events that develop the profile of local artists and art forms and promote the City of Barrie as a cultural destination;

c) Increase Capacity: Provide resources to local non-profits delivering arts and culture events with a tourism impact, reducing their event infrastructure expenses and allowing them to focus funds on programming; and

d) Promote Civic Pride: Utilize municipal assets to strengthen community connection and celebration.

5. That staff in the Recreation and Culture Services Department in consultation with Economic and Creative Development Department report back to General Committee on the progress of the plan's implementation as part of the Department's Performance and Budget Reporting. (File: R09)

This matter was recommended (Section "B") to General Committee for consideration of adoption at its meeting to be held on 11/26/2025.

ELECTRIC VEHICLE SUPPLY EQUIPMENT UPDATE

1. That the Director of Corporate Facilities issue a request for proposals and be authorized to enter into an agreement with the successful third-party turnkey service provider for the replacement and upgrade of the current downtown Electric Vehicle Supply Equipment (EVSE) under the following general parameters, and with terms subject to approval by the Director of Legal Services and the Director of Transit and Parking Strategy:

a) The third-party turnkey service provider would be responsible for the provision and installation of replacement and/or upgraded existing EVSE in the downtown with universal charging stations, at no cost to the City;

b) The third-party turnkey service provider would be responsible for management of operational aspects related to the EVSE including maintenance, client services, as well as setting, collecting, and overseeing fee and charging services;

c) The third-party turnkey service provider would be responsible for maintenance and other operating costs associated with the equipment;

d) The third-party turnkey service provider would be responsible for decisions related to the number and location of EVSE, in consultation with the City; and

e) The agreement would, where appropriate, align with the provisions of the City's existing EVSE contracts, and confirm that:

i. The City retains the right to expand, add, or remove EVSE, utilizing grant funding where available;

ii. The service provider has first right of refusal for integrating any new charging stations at covered locations;

iii. The City retains ownership of all auxiliary EVSE infrastructure, excluding the charging stations; and

iv. An annual cap on price increases will be established for the contract term.

2. That should the procurement be unsuccessful, staff include alternative services options for consideration within the 2027 Business Plan.

3. That the Director of Corporate Facilities be authorized to amend the agreement with the turnkey service provider and the existing agreement with Alectra Services Inc., as necessary, to support the evolving needs of the electric vehicle infrastructure program. This may include, but is not limited to, the addition or removal of electric vehicle supply equipment, and adjustments to the scope, terms, or conditions of the agreements to ensure continued alignment with operational requirements and strategic objectives. (P14/24)

This matter was recommended (Section "B") to General Committee for consideration of adoption at its meeting to be held on 11/26/2025.

Pursuant to Section 7.1 of Procedural By-law 2019-100 as amended, the order of business was altered such that the report regarding the Kempenfest Consultation was received after the presentations related to Kempenfest Consultation and Kempenfest 2025.

The Infrastructure and Community Investment Committee met and reports as follows:

SECTION "C"

PRESENTATION CONCERNING THE KEMPENFEST CONSULTATION

James Arteaga, Tourism Developer of Bannikin provided a presentation concerning a Kempenfest Festival Review.

Mr. Arteaga discussed slides concerning the following topics:

- Reading of the Land Acknowledgement
- The project team members
- The Project Overview which includes the following:
  - Goals and Objectives;
  - Methodology and Engagement; and
  - The Report.
- The metrics data from the festival evaluation tools such as the following:
  - Performance Metrics;
  - Promotional Campaign Tracking;
  - Priority Groups; and
  - Resources Scan.
- The Strategy Recommendations related to the following:
  - Governance and management;
  - Operations and marketing; and
  - Partnerships and collaborations.

Members of Committee and Council asked a number of questions of Mr. Arteaga and received responses.

PRESENTATION BY THE KEMPENFEST BOARD OF DIRECTORS CONCERNING THE KEMPENFEST 2025

Paul Markle, Chair of Kempenfest provided a presentation concerning the Kempenfest 2025 Audience Data Report.

Mr. Markle discussed slides concerning the following topics:

- The marketing campaign, digital, transit and radio;
- 2025 Kempenfest Event statistics which includes the following:
  - Annual attendance growth between 2024 to 2025;
  - Tourist overnight stays;
  - Tourism attendance versus local attendance;
  - Returning attendees versus new attendees;
  - Daily attendance;
  - Patron group size;
  - Age group of attendees;
  - Audience demographics;
  - Shuttle bus ridership;
  - How patrons heard of the event;
  - Audience rating of the event;
  - What did you like most and least about the event;
  - Attendee reported expenditures; and

- Economic impact results.

- The request for support for the 2026 Kempenfest event.

Members of Committee and Council asked a number of questions of Mr. Markle and received responses.

The Infrastructure and Community Investment Committee met and recommends adoption of the following recommendation(s):

SECTION "D"

KEMPENFEST CONSULTATION

1. That the Report to the Infrastructure and Community Investment Committee dated November 19, 2025 regarding the Kempenfest Consultation and the attached Appendix A concerning the Kempenfest Festival Review Final Report, be received for information purposes.

2. That future municipal support for larger-scale festivals and events such as Kempenfest, be administered through the creation of a granting program, as recommended in the Report Back - Culture Plan Update report for the creation of an In-Kind Tourism and Culture Event Grant to be proposed as part of the 2027 budget process.

3. That for 2026, City of Barrie support for Kempenfest be as follows:

   a) Up to $5,000 of in-kind staff support for site services (ie. waste removal) to assist Kempenfest in 2026;

   b) Cost recovery of up to $17,000 for shuttle bus service supplied by Barrie Transit to be funded from the Tourism Reserve; and

   c) Up to $10,000 to support rental and equipment costs for the Family Side Stage to serve as a showcase for local talent and artist development, to be funded from the Tourism Reserve.

4. That the Kempenfest Board be requested to seek fundraising sponsorship to support the City's fiscal contribution of up to $27,000 and should they be unsuccessful, that Kempenfest advise Council in writing prior to Council's 2026 summer recess.

5. That the recommendations from Bannikin for the City related medium and long-term infrastructure and environmental sustainability support of events be considered as part of the future development of a Waterfront Festivals and Events Strategy. (P13/24)

This matter was recommended (Section "D") to General Committee for consideration of adoption at its meeting to be held on 11/26/2025.

The Infrastructure and Community Investment Committee met and reports as follows:

SECTION "E"

PRESENTATION BY TOURISM BARRIE CONCERNING THE METHODOLOGY FOR MEASURING THE ECONOMIC IMPACT OF FESTIVALS AND EVENTS

Kathleen Trainor, Executive Director of Tourism Barrie provided a presentation concerning the Methodology for Measuring the Economic Impact of Festival and Events.

Ms. Trainor discussed slides concerning the following topics:

- The platforms used to establish the Economic Impact of Festival and Events such as the following:
  - Environics Analytics Mobilescapes;
  - Destination International's Event Impact Calculator (EIC); and
  - CoStar with STR Reports .
- The steps taken to complete a Festival and Event Report.

Pursuant to Section 7.1 of Procedural By-law 2019-100 as amended, the order of business was altered such that the memorandum regarding the update on the disc golf course at Sandy Hollow was received at the same time as the report regarding the Bayview Disc Golf Course (Ward 8).

DEFERRED FROM INFRASTRUCTURE AND COMMUNITY INVESTMENT COMMITTEE ON NOVEMBER 13, 2024 - BAYVIEW DISC GOLF COURSE (WARD 8)

That the Report to the Infrastructure and Community Investment Committee dated November 13, 2024, concerning the feasibility of developing a 9-hole disc golf course at 420 Bayview Drive, entitled "Bayview Disc Golf Course", is received.

MEMORANDUM FROM M. BANFIELD, EXECUTIVE DIRECTOR OF DEVELOPMENT SERVICES, DEVELOPMENT SERVICES AND S. MACK, ASSOCIATE DIRECTOR OF WASTE MANAGEMENT AND ENVIRONMENTAL SUSTAINABILITY DATED NOVEMBER 19, 2025 REGARDING AN UPDATE ON DISC GOLF COURSE AT SANDY HOLLOW

That the memorandum from M. Banfield, Executive Director of Development Services, Development Services and S. Mack, Associate Director of Waste Management and Environmental Sustainability dated November 19, 2025, regarding an update on Disc Golf Course at Sandy Hollow, is received.

MOTION 25-G-208 REFERRED BY GENERAL COMMITTEE ON SEPTEMBER 10, 2025 - CORRESPONDENCE - SUPPORT FOR SAM CANCILLA REVITALIZATION CONCEPT PLAN

That the correspondence dated August, 2025 regarding support for the Sam Cancilla Revitaliztion Concept Plan, is received.(C1 250910)

ADJOURNMENT

The meeting adjourned at 6:44 p.m.

CHAIRMAN